

SUNMI Brand Book

V 1.0

Updated to 4.26

Update content

1、logo basic application (bilingual edition)

Updated to 3.16

2、E-mail signature & Header design

Updated to 4.26

Welcome

This guideline contains basic principles and examples that are needed to maintain the consistency of SUNMI's brand identity, from the primary logo, color, graphic device, imagery through to the typographic style. It shows you what these key elements are and how to apply them correctly and consistently throughout the various applications. We should ensure that all key visual elements of SUNMI brand are applied correctly and consistently in the internal and external cooperation of the company, and learn to flexibly apply the rules in order to deliver a strong brand message .

01 Our Brand

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Logo Color, Print Color, Commonly Used Color

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Brand Font, Chinese, English

05 Stationery

Email Signature, Namecard, document formats,
paper cup

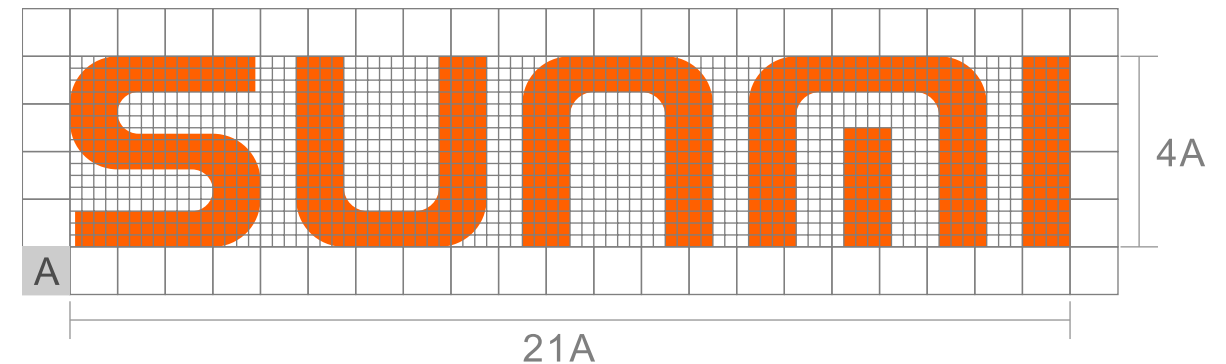
01 Our Brand

Brand Overview

SUNMI, with its core value "altruism", is an IoT company that globally leads the innovation of intelligent hardware for business. We are dedicated to provide intelligent IoT devices and integrated solutions combining software and hardware to empower business owners and build an interconnected business world to finally achieve business 4.0.

Logo Elements

As we all know, the logo is the symbol and spirit of a company. It is the concentrated embodiment of the company's characteristics, and also is the core of the visual identity system. SUNMI logo is made up of two elements: 1. Logotype 2. graphic color. We uniquely includes the element of "SUN" in the LOGO design, which foreshadows SUNMI likes the rising sun full of hope. At the same time, SUNMI wants to break the traditional impression that business has always been gray and white, so we designed our logo into a bright colour, the vibrant orange, like the sun. It's SUNMI's dream to glow bussiness like the sun and help the store owners all over the world.



Clear Space

To ensure that the SUNMI logo is clearly visible in all applications, always maintain adequate a minimum clear space around it. No text, symbols or other elements are allowed in the clear space. Appropriate adjustments can be made in practical applications. This space represents the minimum distance $\geq 15\text{mm}$.

The height and width of the clear space are consistent with the S section in the logo graph (see the figure on the right). When the logo size changes, the size of the clear space changes accordingly.



Right Application of SUNMI Logo ✓



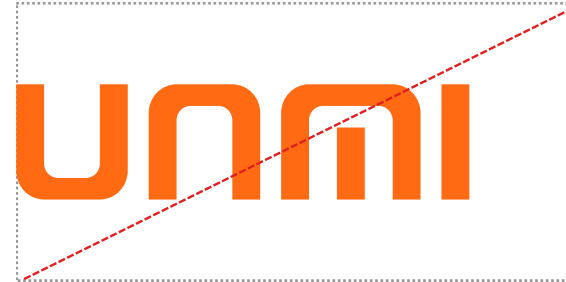
Wrong Application of SUNMI Logo ✗



✗ Sketch the edge incorrectly



✗ Change the color



✗ Incomplete logo



✗ Transformation: compression, tension



✗ Add other elements

Right Application of SUNMI Logo ✓



✓ Use White logo, Orange BG



✓ Use Orange logo, Weaken the BG



✓ Use White logo, Darken the BG



✓ Right Application of BG

Wrong Application of SUNMI Logo ✗



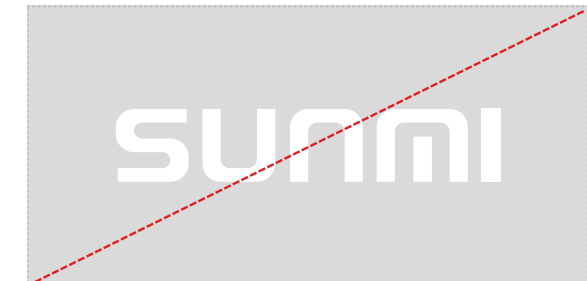
✗ Wrong Application of BG



✗ Use Orange logo, Busy BG



✗ Use White logo, Low transparency BG



✗ Similar color of logo and BG

The Logo is not allowed to sketch the edge; in the orange background is not allowed to use pure black, or use pure white without contrast photos; in the gradient dark background is not allowed to appear in the form of standard color; The logo is not allowed to incomplete marking, deformation and vertical processing. Content is not allowed to used alone.

03 Brand Color

RGB #FF6A13

CMYK #C0 M61 Y96 K0

PANTONE 1585C

For print/advertising, we should use the corresponding PANTONE color. If PANTONE cannot be used due to conditions, such as digital printing, the corresponding CMYK is selected. For display color of interface, web page, electronic equipment, etc., use RGB color.

Logo Application in color environment

Logo Application in the white and dark background for reference.

Black and white logo is used for monochrome printing such as newspapers.
Special color use, such as Golden in trophy, calendar.



White BG



Orange BG



Black BG



Monochrome Printing

04 Typography

Typography

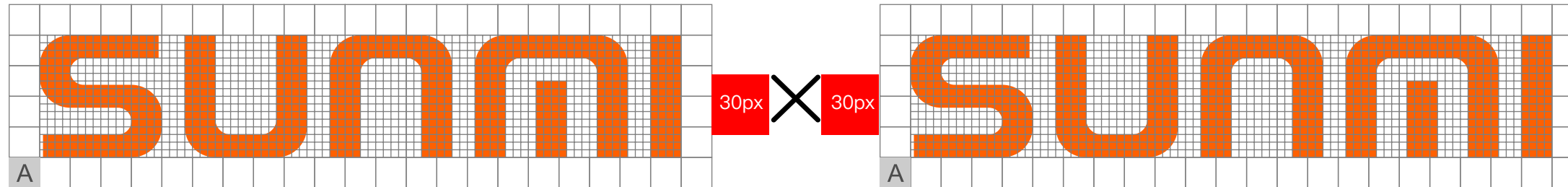
Avoid font risk and copyright, all fonts use Alibaba Pratt
and Whitney



The combination of Partner logo and SUNMI logo

Partner logo and SUNMI logo should keep same height and no limitation in length

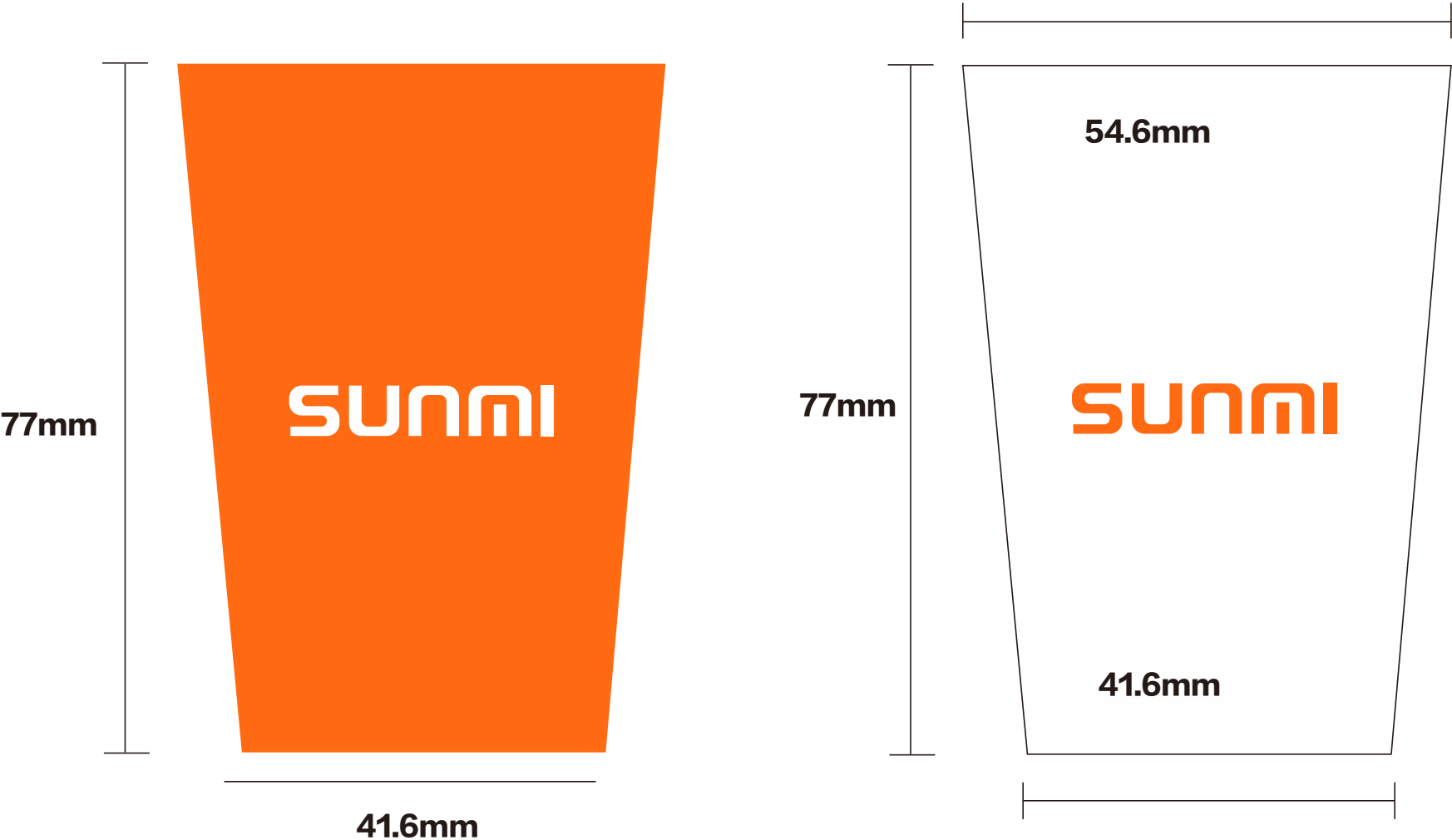
Partner logo should put in front of SUNMI logo



Product naming follow "SUNMI IoT product nomenclature"

05 Stationery

Paper Cup



E-mail Signature

SUNMI | Believe in Altruism

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Branch logo



According to the actual use scene, the logo can be arranged horizontally or vertically. When the horizontal version is arranged, the interval between the two logos is 4A, and when the vertical version is arranged, the vertical line pixel is 1px.